

Overseas Visitor Comparison

Traveler Characteristic	Overall Utah	National Parks	Salt Lake City	Las Vegas
Visitation Volume (1999)	391,000	158,000	126,000	2,251,000
Average Age	42.2 Years	42.1 Years	42.0 Years	40.3 Years
Average Household Income	\$72,800	\$66,500	\$80,400	\$73,600
Origin Markets				
Western Europe	76%	86%	56%	48%
Asia	15%	12%	26%	39%
Oceania	4%	2%	7%	5%
South America	3%	0%	6%	5%
U.S. Trips in Last Five Years	4.0	2.7	5.7	4.6
Advance Trip Decision	120 Days	133 Days	95 Days	89 Days
Use of Packages	30%	40%	18%	35%
Per-Day Expenditures	\$81	\$73	\$107	\$110
Accommodations				
Hotel or Motel	76%	80%	71%	96%
Private Home	13%	1%	27%	3%
Other (Camping)	14%	21%	8%	1%
Transportation within the U.S.				
Rental Car	58%	65%	49%	41%
Airlines	40%	30%	49%	50%
Taxi/Cab/Limo	27%	22%	37%	41%
Average Length of Stay in Utah	5.7 Nights	3.7 Nights	7.5 Nights	3.7 Nights (LV)
Average Length of Stay in U.S.	23.5 Nights	20.6 Nights	22.4 Nights	17.3 Nights
Number of States Visited	3.8	3.9	3.3	2.7
Number of Destinations Visited	5.3	6.3	4.1	3.9
Utah Destinations				
Salt Lake City	32%	4%	100%	2%
Bryce Canyon N.P.	25%	63%	3%	4%
Zion N.P.	13%	32%	1%	2%
Monument Valley	12%	30%	2%	2%
Glen Canyon N.R.A.	5%	12%	0%	1%
Other Destinations				
California	70%	83%	48%	75%
Nevada	58%	74%	31%	10% (Utah)
Arizona	55%	81%	16%	24%
Colorado	12%	9%	11%	2%
Wyoming	12%	10%	18%	1%
Purpose of Trip				
Leisure and VFR	81%	93%	62%	80%
Business	19%	7%	38%	20%
Selected Activities				
Visit National Parks	78%	92%	55%	52%
Visit Historic Places	55%	58%	48%	42%
Touring Countryside	54%	58%	42%	36%
Visit Small Towns	51%	54%	38%	39%
Casinos/Gambling	45%	53%	28%	74%
Cultural or Heritage Sites	38%	45%	29%	25%
Visit Am. Indian Comm.	32%	38%	17%	14%
Guided Tours	26%	30%	17%	34%
Camping/Hiking	21%	27%	9%	6%
Concert/Play/Musical	13%	8%	28%	19%
Environ./Eco Excursions	11%	15%	5%	4%
Nightclubs/Dancing	7%	6%	12%	15%
Snow Skiing	6%	1%	13%	2%

SOURCE: TI/ITA, U.S. Dept. of Commerce